



**Media, Branding and
Advertising Opportunities**

This pack details a variety of media opportunities around the NEC that UK Games Expo can buy on your behalf.

Imagine if the visitors arriving by road, air or rail pass by posters and banners promoting your games and products.

Reach out to them by well placed media.

Get in touch to discuss further –see the final page for details

VAT at 20% will be added to these prices.



Birmingham Airport



**Birmingham
International
train station**

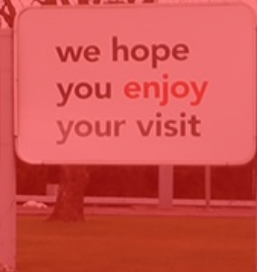


Motorway network
M6, M5, M42, M40



- Outlet Shopping
- Genting Hotel & Spa
- Bars and Restaurants
- Cinema
- Genting International Casino
- The Vox Conference Centre

Arriving by road



THE NEC MEDIA SITES External

SYMBOL	TYPE	SITE NO	SUB TOTAL	TOTAL
	LAMPOST TRI SIGNS			32
	BUS SHELTER			16
	MEGA POSTER			5
	4 SHEET DOUBLE SIDED	1-66		29
	6 SHEET DOUBLE SIDED	1-64		32
	96 SHEET - SKIN	14-20		7
	48 SHEET WET POSTED	4-13	10	31
	48 SHEET - SKIN	1-2	2	
	48 SHEET TEMPORARY	T1-T19	19	
	BALLOON SITE			1
	FLAGS			4



ARRIVING BY ROAD

96 Sheet Billboard

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



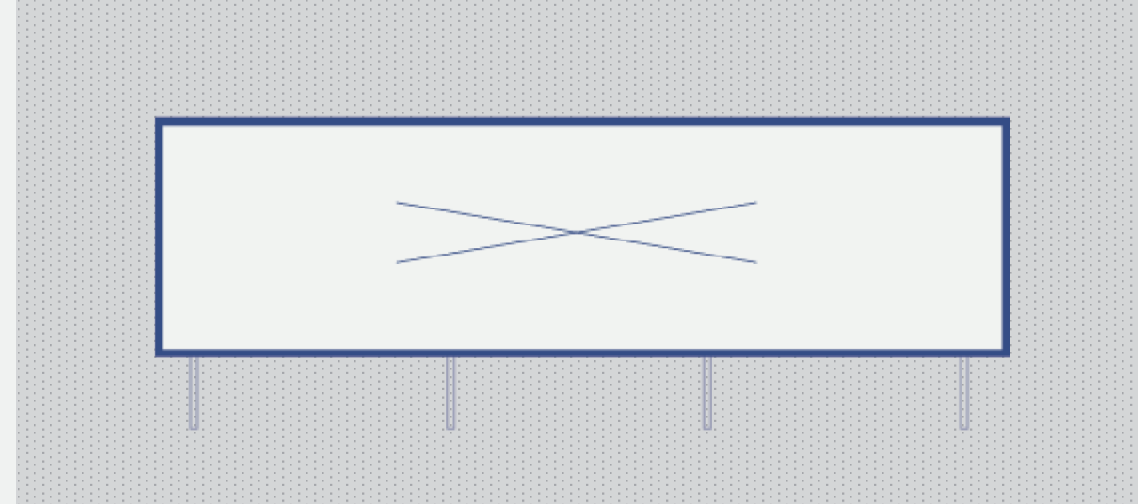
SIZE

Actual size –
3162(h) x 12192(w)mm
Visual size –
2915(h) x 12090(w)mm



RATE CARD

TOTAL -
£5,591.14



ARRIVING BY ROAD

48 Sheet Billboards

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact
- Paper and PVC options available



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



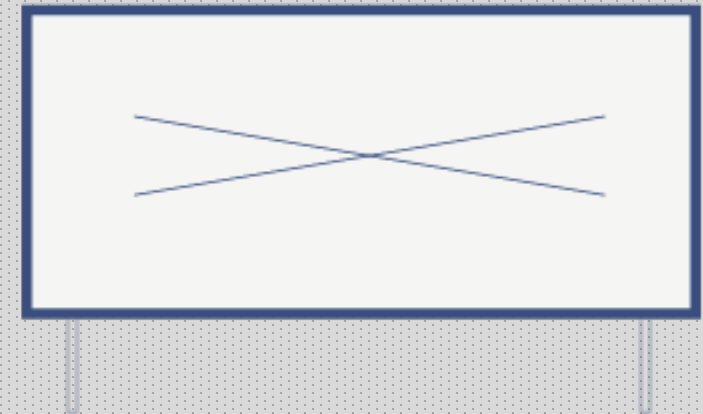
SIZE

Actual size –
3060(h) x 6110(w)mm
Visual size –
3010(h) x 6060(w)mm



RATE CARD

TOTAL -
£2,495.02



ARRIVING BY ROAD

6 Sheet Posters

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



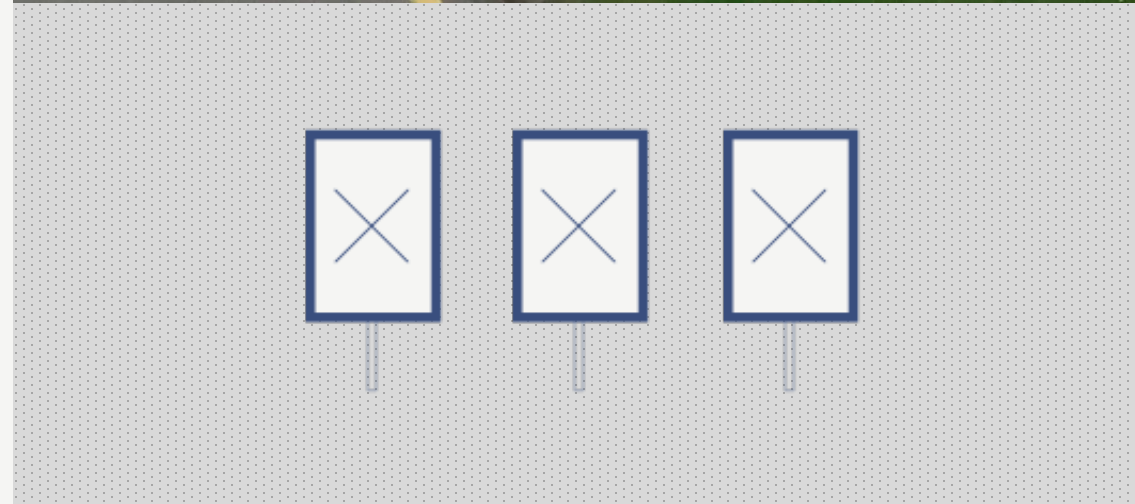
SIZE

Actual size –
1725(h) x 1160(w)mm
Visual size –
1670(h) x 1085(w)mm



RATE CARD

TOTAL - £276.25
each



ARRIVING BY ROAD

4 Sheet Posters

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



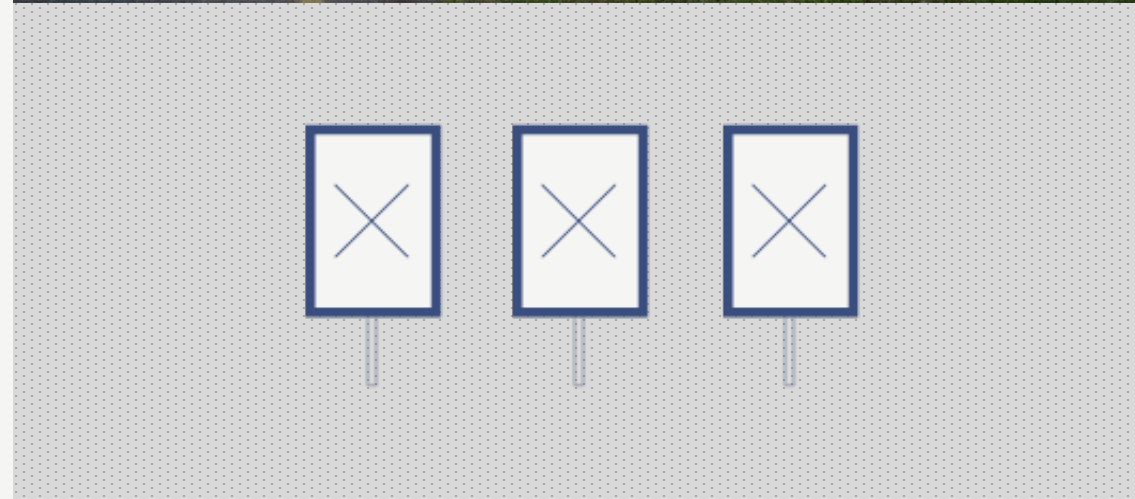
SIZE

Actual size –
1524(h) x 1016(w)mm
Visual size –
1494(h) x 986(w)mm



RATE CARD

TOTAL - £247.05
each





SHUTTLE BUS OPPORTUNITIES

Bus Stop Vinyl Wraps

Our free shuttle busses take visitors from the surrounding car parks to the halls. We have branding opportunities both within the buses and at the bus stops giving you the opportunity to create an effective high impact campaign.



FORMAT
Solus print panels



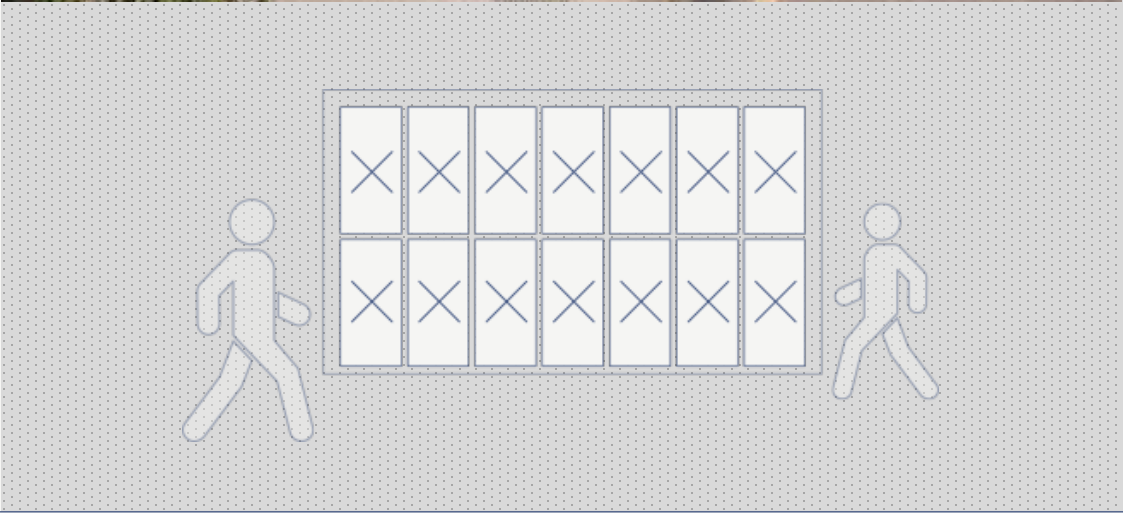
DISPLAY TIME
Duration of event



SIZE
Available upon request



RATE CARD
TOTAL - £7,408.13

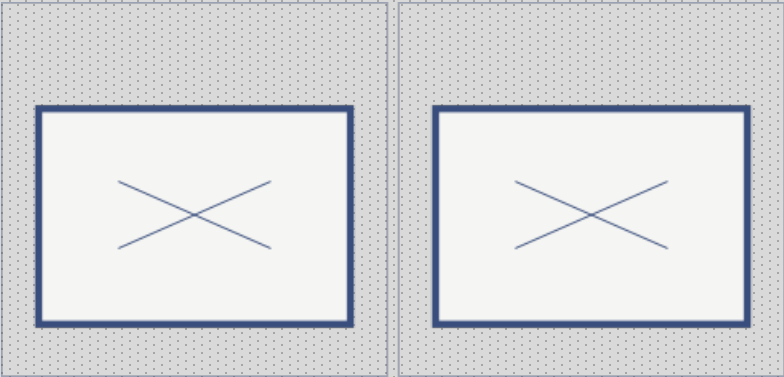


SHUTTLE BUS OPPORTUNITIES

Bus Window Vinyl's

Our free shuttle busses take visitors from the surrounding car parks to the halls. We have branding opportunities both within the buses and at the bus stops giving you the opportunity to create an effective high impact campaign.

	FORMAT Solus print panels		DISPLAY TIME Duration of event
	SIZE 900 x 500mm Internal facing		RATE CARD (4 vinyl's per bus – 16 buses) TOTAL - £5,602.50



SHUTTLE BUS OPPORTUNITIES

Bus Panel Adverts

Our free shuttle busses take visitors from the surrounding car parks to the halls. We have branding opportunities both within the buses and at the bus stops giving you the opportunity to create an effective high impact campaign.



FORMAT
Solus print panels



SIZE
Actual size
974 (w) x 324 (h) mm
Visual size
955 (w) x 305 (h) mm

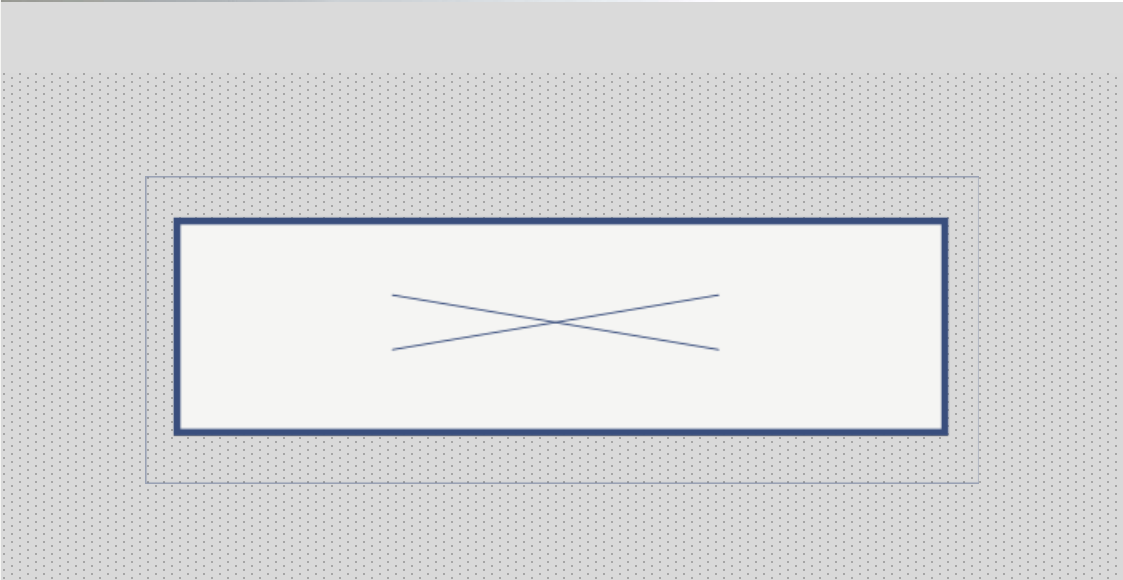


DISPLAY TIME
Duration of event



RATE CARD
(32 panels – 2 panels per bus)
TOTAL - £3,060.00

FULL ACTIVATION
(126 panels – Across all 16 buses)
TOTAL - £8,263.12



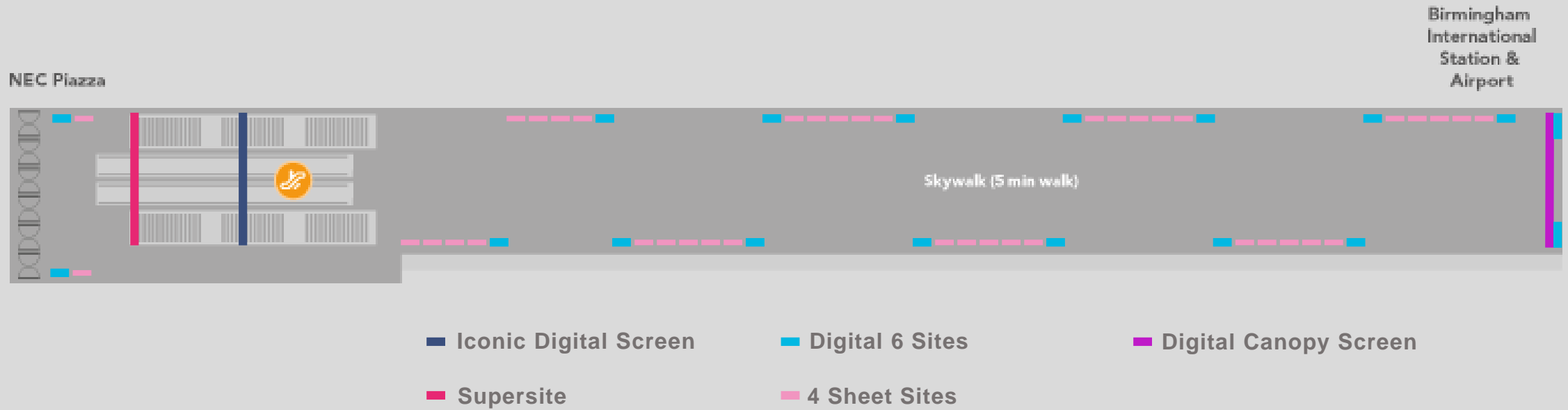
Arriving by rail / air

The Bridgelink corridor connects the NEC venue to Birmingham International Train Station & Airport.



THE NEC MEDIA SITES

Bridgeline




INTERNATIONAL TRAIN STATION

Elevated Canopy Screen

- Visible to all connecting passengers from Birmingham Airport to Birmingham International train station
- Panoramic canopy screen elevated for maximum impact
- Dominating the entrance to the NEC

 **FORMAT**
Digital

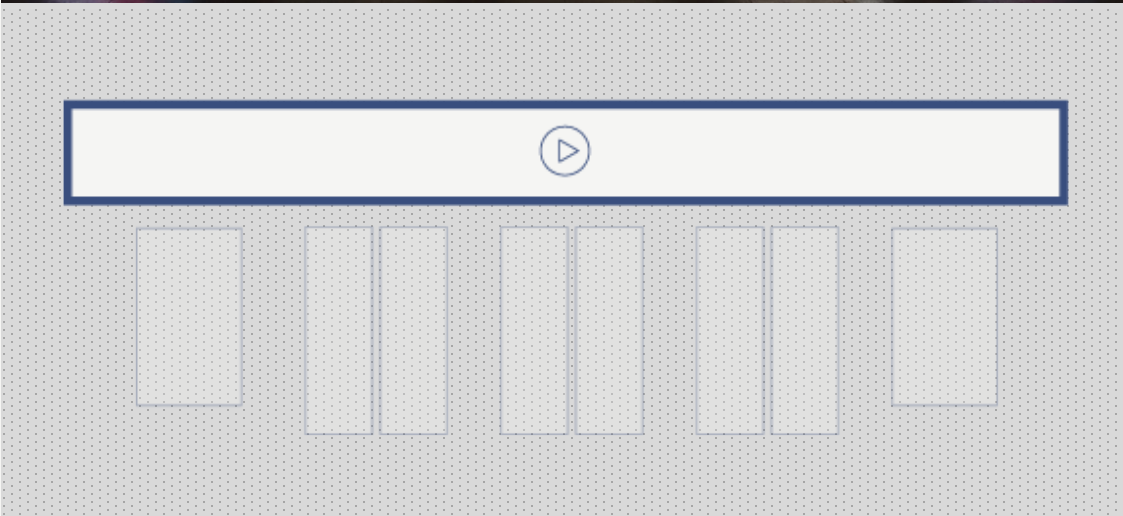
 **FREQUENCY**
1:6 SOV

 **SCREEN SIZE**
5m x 0.5m

 **DISPLAY TIME**
Duration of event

 **DURATION**
10 seconds

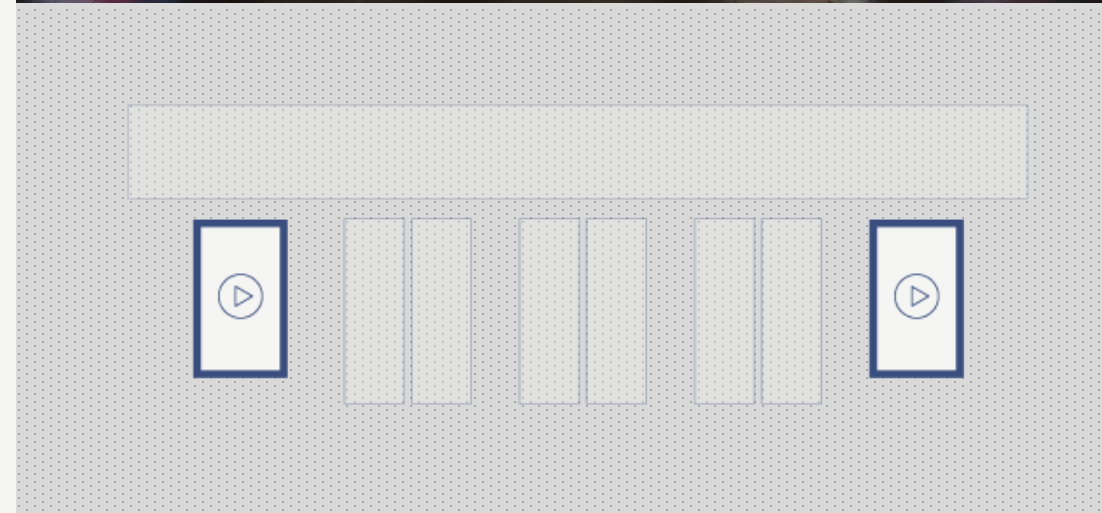
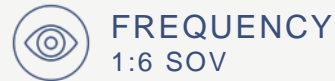
 **RATE CARD**
£596.25



INTERNATIONAL TRAIN STATION

D6 Portrait Screens

- Visible to all connecting passengers from Birmingham Airport to Birmingham International train station
- Twin portrait screens located at ground level for maximum impact



BRIDGELINK OPPORTUNITIES

D4 Portrait Screens

- 16 screens along the link from the train station to the NEC
- Sequential close proximity advertising
- The only section of the NEC where brand domination is possible.



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
75"



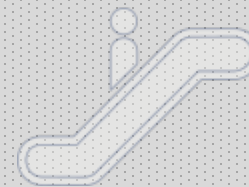
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£4,293.00 for all
16 screens



BRIDGELINK OPPORTUNITIES

4 Sheet posters

- 40 poster sites along the link from the train station to the NEC
- Sequential close proximity advertising
- The only section of the NEC where brand domination is possible.



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



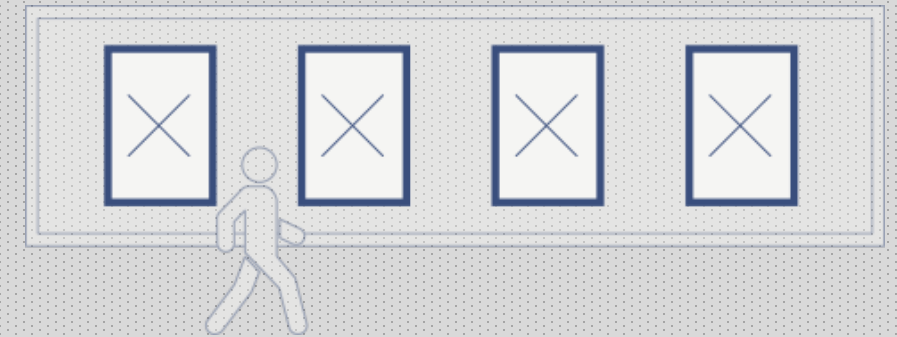
SIZE

Actual size –
1524(h) x 1016(w)mm
Visual size –
1494(h) x 986(w)mm



RATE CARD

TOTAL - £264.37 each



BRIDGELINK OPPORTUNITIES

Iconic Digital Screen

- Largest digital screen on site
- Highest dwell point at the entrance to the NEC
- Delivering high impact full motion display



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
7m x 2m



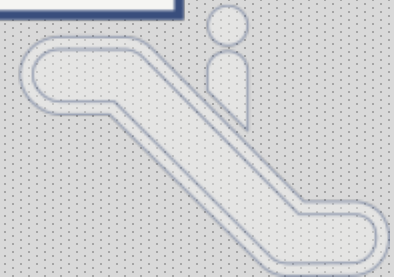
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£4,173.75



The Piazza

Halls 1 - 5



ARRIVING AT THE PIAZZA

Triple Sided Roundabout Screen

- A statuesque digital beacon dominating the NEC's main entrance
- Seen by all visitors arriving by road at piazza main entrance



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
4.8 (h) x 8 (w) m



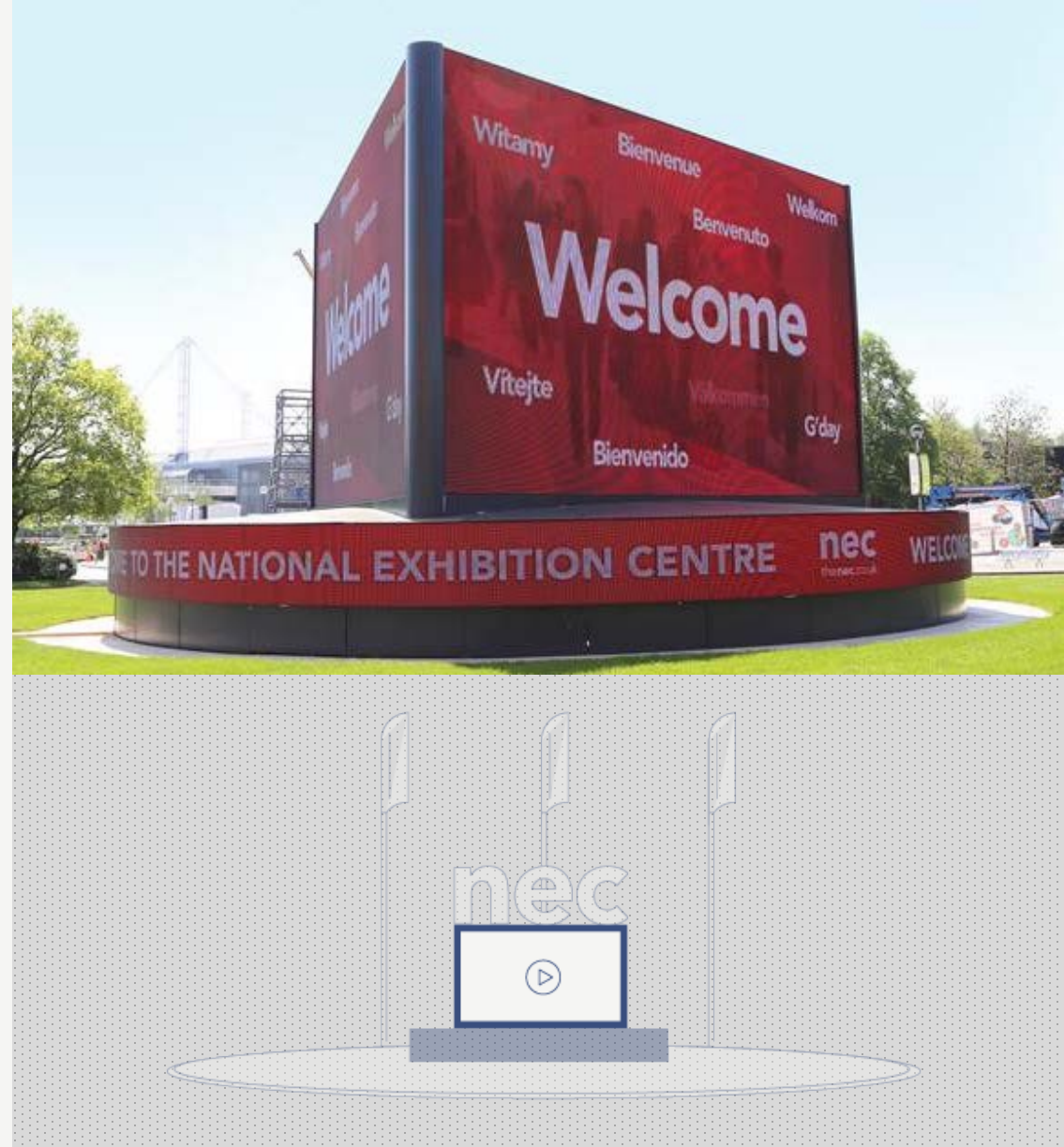
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£3,577.50



ARRIVING AT THE PIAZZA

Piazza Lamppost Hanging Banners

- Set of 20 lamppost banners: 10 posts, 2 per post
- Located at the main Piazza entrance



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



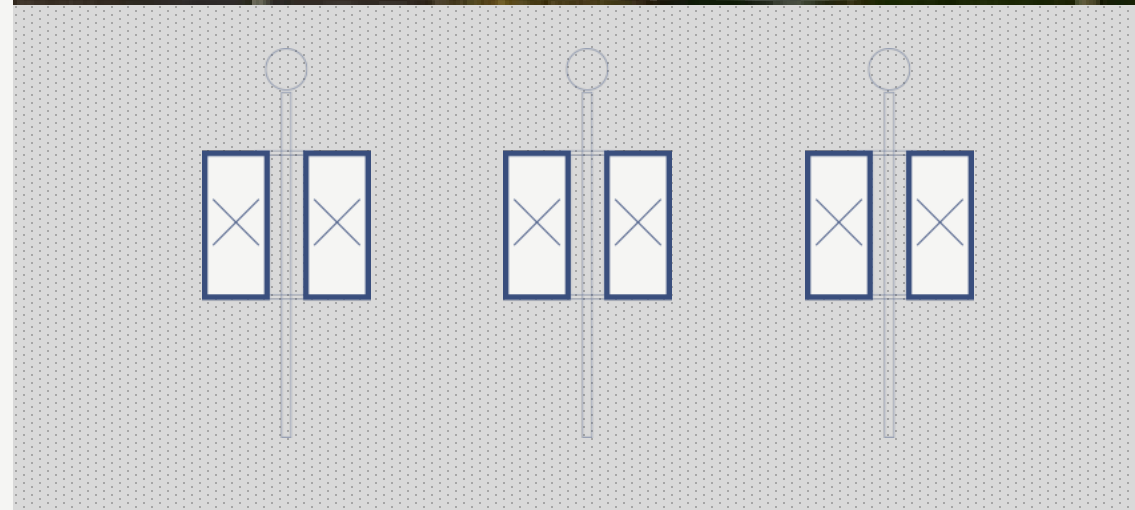
SIZE

Sizes sent upon request



RATE CARD

TOTAL - £7,731.00



ARRIVING AT THE PIAZZA

Canopy Entrance Screens

- Impacting all visitors using the NEC's Piazza entrance
- Above eye level display
- 6 sites available, can be purchased individually or as a set



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
5m x 0.5m



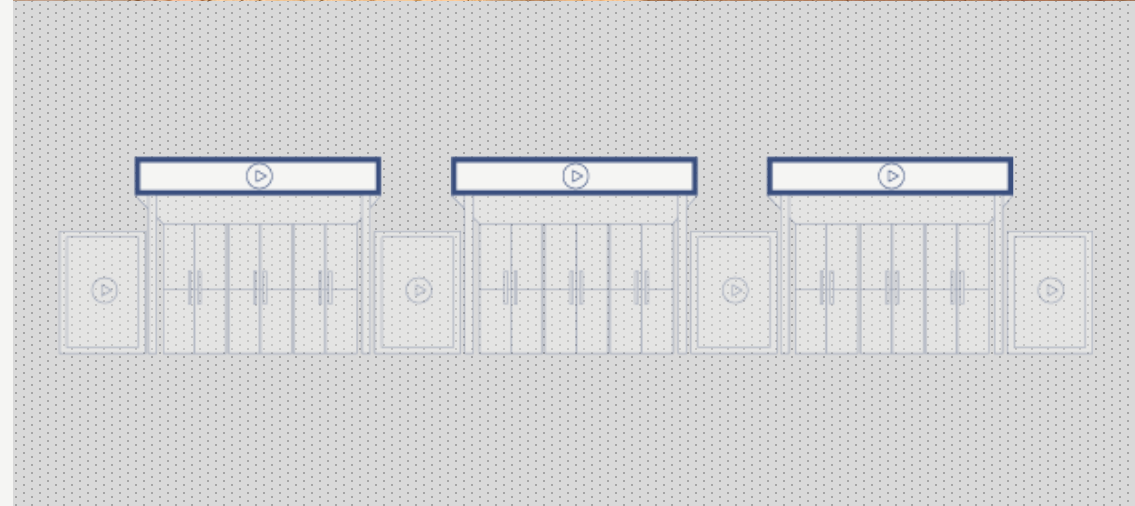
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£596 per screen



ARRIVING AT THE PIAZZA

D6 Portrait Screens

- Ground level close proximity digital screens
- Impacting all visitors using the NEC's Piazza entrance
- Dominating the entrance at the busiest area of the NEC Campus
- 5 sites available, can be purchased individually or as a set.
- Available at the entrance and the exits.



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
95"



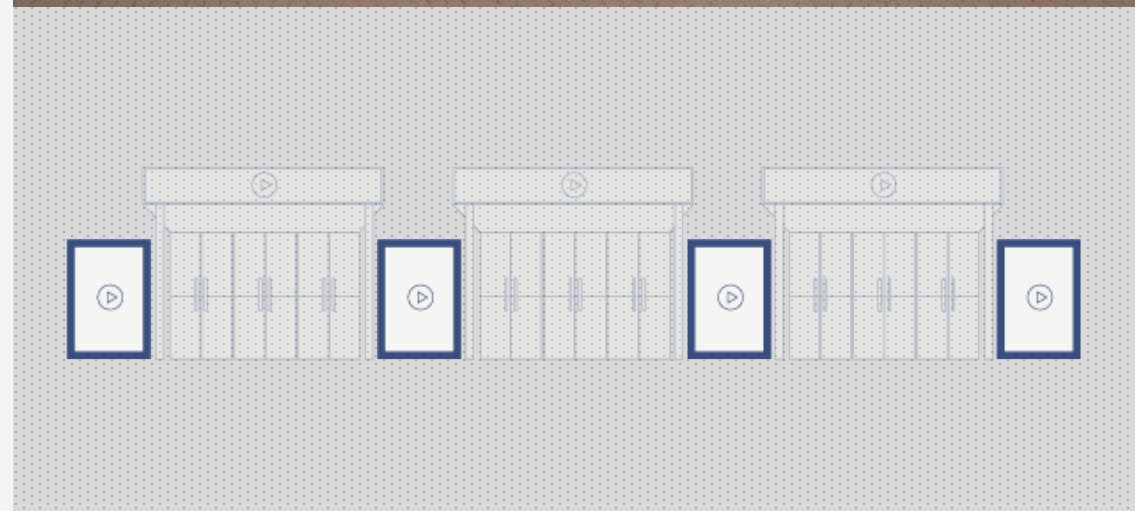
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£596.25 per screen



NEC PIAZZA

3 x D6 Exit Screens


- The Piazza’s only internal ground level screens
- Close proximity portrait screens offering full motion content
- Perfectly located to impact delegates at event registration or during dwell time at Starbucks concessions in the Piazza

 **FORMAT**
Digital

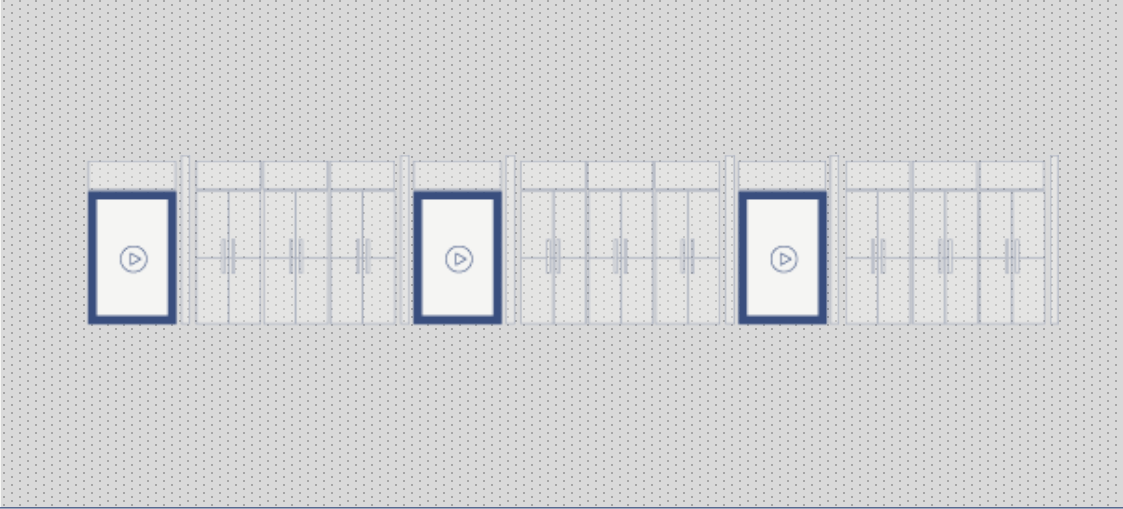
 **SCREEN SIZE**
95"

 **DURATION**
10 seconds

 **FREQUENCY**
1:6 SOV

 **DISPLAY TIME**
Duration of event

 **RATE CARD**
£596.25 per screen



PIAZZA OPPORTUNITIES

Door graphics

Door gels can be used as branding across entrance doors of the Piazza. Situated at eye level they are ideal at conveying both ‘Welcome’ and ‘Thanks for visiting’ messages.



FORMAT
Solus print panel



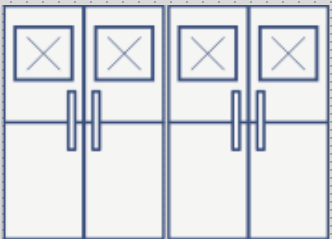
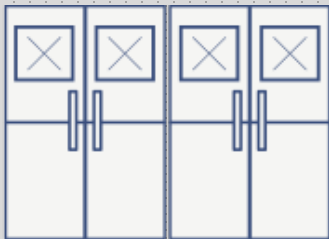
DISPLAY TIME
Duration of event



SIZE
300 (h) x 500 (w) mm



RATE CARD
Priced upon request



PIAZZA OPPORTUNITIES A-Boards

- Double sided printed 4-sheets
- Located at the main piazza entrance
- Sold in sets of 3 or 6



FORMAT
Solus print panel



RATE CARD – Set of 6
TOTAL - £3,146.62



SIZE
Actual size –
1524 (h) x 1016(w) mm
Visual size –
1422 (h) x 914 (w) mm

RATE CARD- Set of 3
TOTAL - £1,662.75



DISPLAY TIME
Duration of event



PIAZZA OPPORTUNITIES

Cube Network

- Located in high dwell, out of hall locations
- Raised visual advertising delivers clear brand impact
- 16 landscape screens incorporating wayfinding, customer information and media content
- The only multi faceted network in the Piazza



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
95"



DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£775.12 per cube



PIAZZA OPPORTUNITIES

Double Sided Overhead Elevated Screens

- Located in high dwell areas of the Piazza close to restaurants and hall entrances
- Clearly visible by all visitors during high-traffic periods in the Piazza
- A trilogy of screens sold with the opportunity to brand 1 screen on each set of 3 to compliment exhibition wayfinding
- 2 Pods of 6 screens (4 screens available for activation)



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
95"



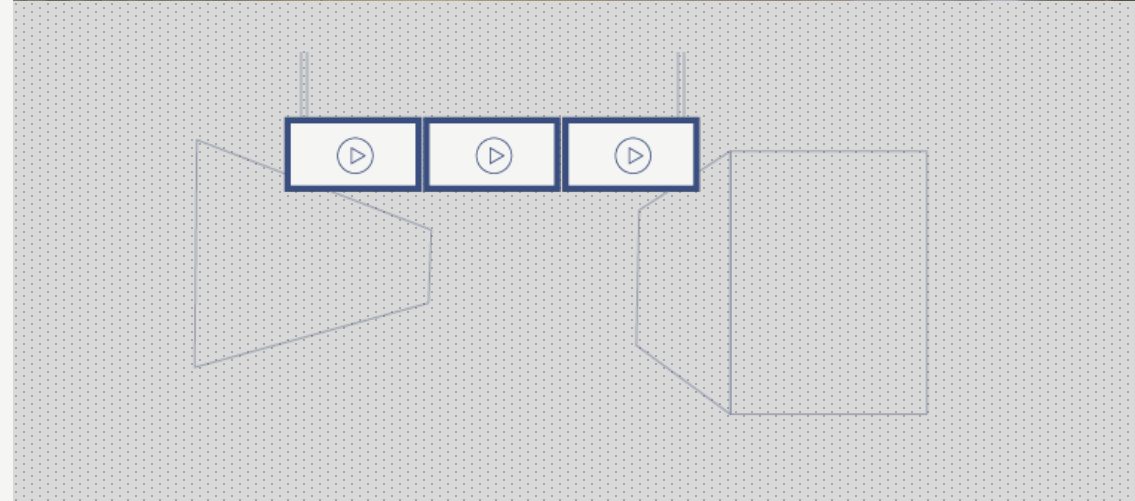
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£2,385 for 4 screens



PIAZZA OPPORTUNITIES

Pillar wraps

- Set of 7 available at various locations on the piazza main concourse outside Halls 1 to 5



FORMAT
Solus print panel



DISPLAY TIME
Duration of event



SIZE
Pillar sizes vary



RATE CARD
TOTAL - £7,449.75



PIAZZA OPPORTUNITIES

Floor vinyl's

- Sold as a set of 10
- Can be located at various points from the piazza main entrance to the entrances of Halls 1 to 5



FORMAT
Solus print panel



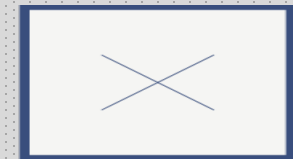
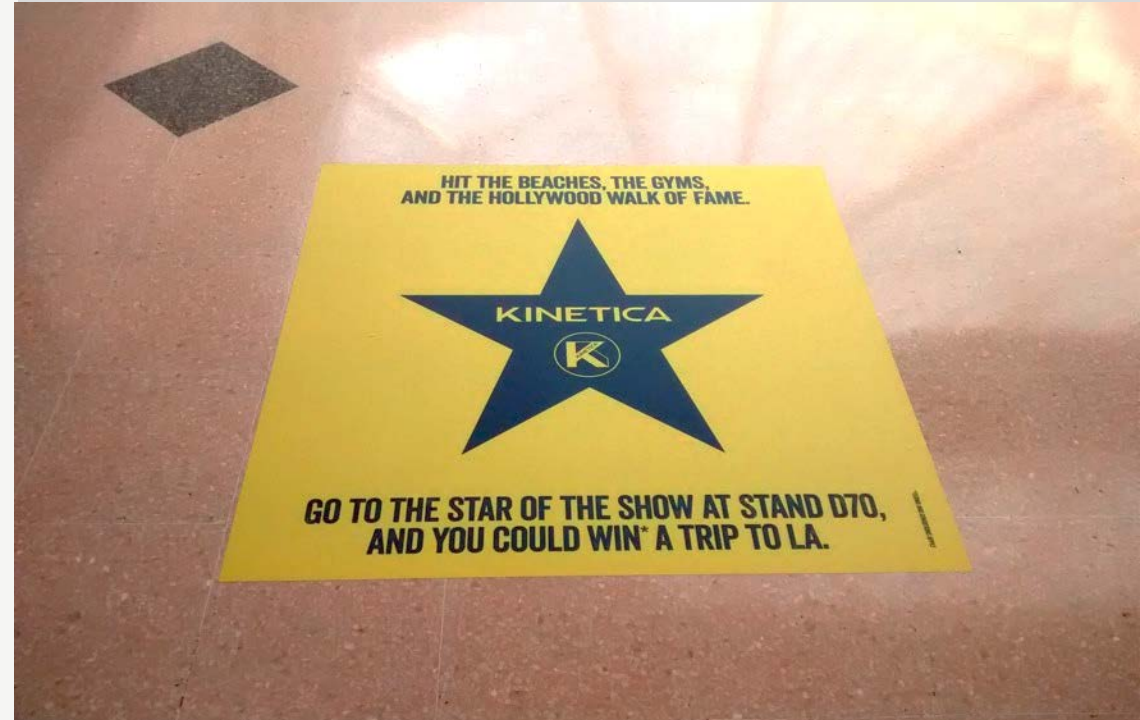
DISPLAY TIME
Duration of event



SIZE
1000 (h) x 1000 (w) mm



RATE CARD
TOTAL - £2,264.64



PIAZZA OPPORTUNITIES

Illuminated supersites

- 10 sites available on the piazza concourse
- Premium site at the end of the bridgelink – additional £750 media fee



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



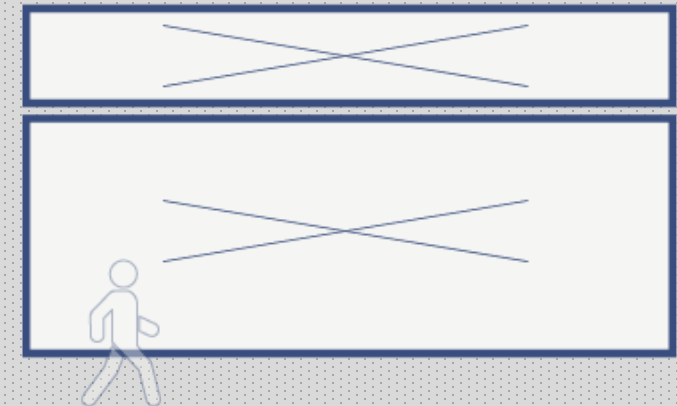
SIZE

All illuminated supersites vary



RATE CARD

TOTAL -
£1,186.87



PIAZZA OPPORTUNITIES

Horizontal Hanging Banners

- Set of 7 available at various locations on the piazza main concourse outside Halls 1 to 5



FORMAT
Solus print panel



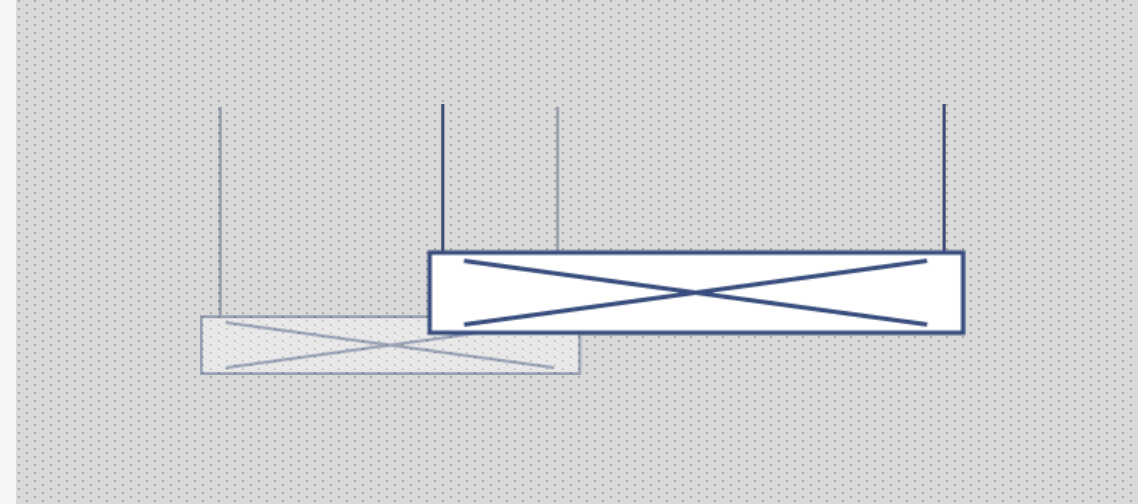
DISPLAY TIME
Duration of event



SIZE
610(h) x 3660(w) mm
(double sided)



RATE CARD
TOTAL - £973.01
each



PIAZZA OPPORTUNITIES

Convenience Posters

- Entry level media option
- Available in all halls and in sites on piazza concourse
- High traffic/dwell areas



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



SIZE

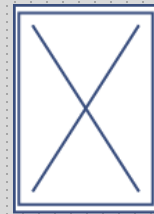
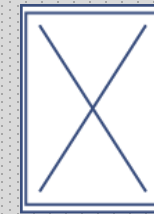
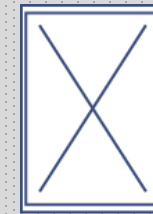
Actual size –
300 (h) x 210 (w) mm

Visual size –
280 (h) x 190 (w) mm



RATE CARD

Price on request



ARRIVING AT THE PIAZZA

Vehicle Placements

- 20 sites available at the main piazza entrance
- Some sites on red bricked area, others on grass where trackway would be required at an additional cost.



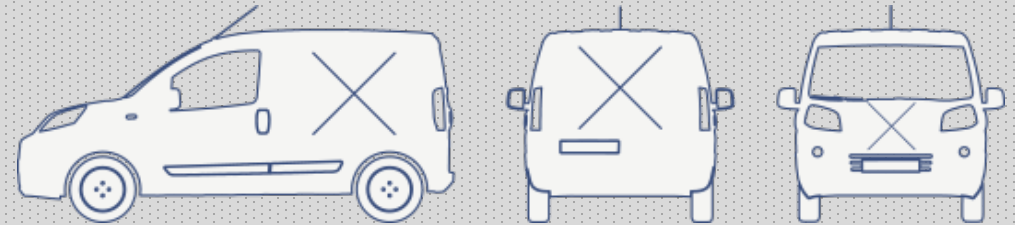
RATE CARD

£1,666 per vehicle
per day of event



DISPLAY TIME

Duration of event



For more details contact us:.

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